

## **ABSTRACT OF THE DISCLOSURE**

A method for tracking a segment of an image-recording medium and an image-recording medium are provided. In a first aspect of the invention what is provided is a method for distributing an image-recording medium. In accordance with the method, an identifying mark is encoded within a recorded image area on the image-recording medium. A tracking memory is associated with the image-recording medium with the tracking memory having information stored therein. The image-recording medium is distributed to users of the image-recording medium and tracking information from the tracking memory is read and stored in a database that associates the users to whom the image-recording medium has been distributed with the identifying mark recorded in the image area.